


*From The Office of*  
**Cliff Thaell**  
**Commissioner At-Large**  
**Leon County Board of County Commissioners**  
**Leon County Courthouse**  
**301 South Monroe Street**  
**Tallahassee, Florida 32301**  
**(850) 922-7183**  
**Fax: (850) 414-5700**

**m e m o r a n d u m**

DATE: December 6, 2005

TO: Honorable Chairman and  
Members of the Leon County Board of County Commissioners

FROM: Cliff Thaell, Commissioner 

SUBJECT: KWANZA Funding Request

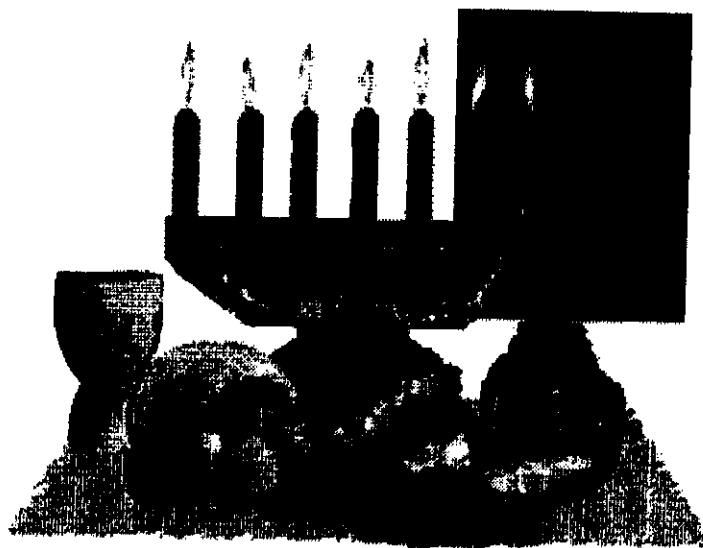
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The attached information packet was provided by Mr. Al Collins regarding the First Annual Kwanza Tallahassee Extravaganza 2005. The purpose of this memorandum is to express my intention to bring this request to the Board at the end of tonight's special BOCC meeting to be agendaed for consideration at our regular meeting of December 13, 2005.


cc: Parwez Alam, County Administrator  
Herb Thiele, County Attorney

CT/mtg

From:  
AI COLLINS  
TO EACH COMMISSIONER.



# KWANZAA TALLAHASSEE 2005

December 26 to January 1 

Professional Associates & Consultants Pat Tucker, MSN & AI Collins, MSPA [www.pro-associates@excite.com](http://www.pro-associates@excite.com) 850.544.0717 © 2005  
Providing Marketing, Fund Raising and Event Planning Consultation, Services and Support



# KWANZAA TALLAHASSEE 2005

December 26 to January 1 ©2005

## The First Annual Kwanzaa Tallahassee Extravaganza/©2005

A full week of family and adult oriented activities are scheduled from Monday, December 26<sup>th</sup> through the Kwanzaa Ball and New Years Celebration the evening of December 31<sup>st</sup> ending in the early hours of the last day of the Kwanzaa celebration, January 1, 2006. A New Years Day Dinner Cruise in the Gulf is in the works as well. Kwanzaa was created to introduce and reinforce seven basic values of African culture which contribute to building and reinforcing family, community and culture among African American people, Africans, and people throughout the world! **WE INVITE all citizens of Florida & the Tri-State Area** to explore their cultural heritage and that of their neighbors. The goal of Kwanzaa is to place the 7 principles of Kwanzaa into practice in our daily lives. During this week long celebration, families come together and reflect on cultural values. It is a time for reflection, joy and making promises for a better year. Families of all ethnicities will find that Kwanzaa offers an opportunity to explore their heritage, our similarities, our differences and the common dreams and aspirations shared by one and all.

**Over 18 million people celebrate Kwanzaa.** PBS, The History Channel, NPR, & Esquire all feature Kwanzaa prominently. Over 18 million have viewed, and responsibility, cooperative economics, purpose, creativity and faith. It compliments the traditional winter holiday celebrations through its self evaluation, renewal of faith, and preparations for a brighter future in the New Year.

**State, Local & Corporate entities will find Kwanzaa to be the perfect complement to their initiatives to enhance its role in building stronger communities and will serve to encourage employees and citizens to explore their history, heritage, and sponsorship and participation of the First Annual Kwanzaa Tallahassee Extravaganza"** will encourage the exploration of one's history, heritage, culture, faith and future aspirations in relation to the greater global community in which we all live and work.

**The future is ours if we take the time, now, to make a difference!**

# SPONSORSHIP OPPORTUNITIES

## IMANI

### **Ceremonial Host & Program Benefactor . . . \$5,000**

- ❖ **Participation as our guest** in a 30 minute videotaped discussion of Kwanzaa and its significance to the community on a FAMU-TV broadcast to air throughout the month of December.
- ❖ **Formal recognition at all KT2005 events** as The Ceremonial Host & Program Benefactor.
- ❖ **Company name and logo prominently displayed:**
  - ☆ on all posters and flyers.
  - ☆ on KT2005 Invitations.
  - ☆ in the KT2005 Calendar of Events.
  - ☆ on all Kwanzaa Ball Tickets for our December 31 extravaganza.
  - ☆ in all print media ads.
  - ☆ on our Kwanzaa Ball Electronic Banner.
- ❖ A full page – full color ad in the program brochure
- ❖ Your power point show displayed during the Kwanzaa Ball (5 minutes).
- ❖ Your own prominently located display space at all KT2005 events.
- ❖ Decorated, prominently located Reserved Table for 8 at the Kwanzaa Ball.
- ❖ Formal Recognition as our **Imani Delegate** at  
**Tallahassee's First Annual Kwanzaa Ball**  
in addition to the opportunity to present a brief one minute description of Imani (ee-MAH-nee), the last day of Kwanza before our assembled guest.
- ❖ Participation in the ceremonial activities representative of the 7<sup>th</sup> Day: Imani

**Imani : Faith (ee-MAH-nee)**

**To believe with all our heart in our people, our parents, our teachers, our leaders and the righteousness and victory of our struggle.**

# KWANZAA TALLAHASSEE 2005

## KUUMBA

### **Ceremonial Host & Program Benefactor ..... \$3,000**

- ❖ **Participation as one of our guest** in a 30 minute videotaped group discussion of Kwanzaa and the significance of the Kwanzaa ceremonies taped by FAMU-TV. Program to air throughout the month of December.
- ❖ **Formal recognition at all KT2005 events** as one of our Ceremonial Hosts & Program Benefactors.
- ❖ **Company name and logo prominently displayed:**
  - ☆ on all posters and flyers.
  - ☆ in the KT2005 Calendar of Events.
  - ☆ in all print media ads.
  - ☆ on our Kwanzaa Ball Electronic Banner.
- ❖ A full page – full color ad in the program brochure
- ❖ Your power point show displayed during the Kwanzaa Ball (3 minutes)
- ❖ Readily visible display space at the Kwanzaa Ball.
- ❖ Decorated, prominently located Reserved Table for 8 at the Kwanzaa Ball.
- ❖ Formal Recognition as our **Kuumba Delegate at Tallahassee's First Annual Kwanzaa Ball** in addition to the opportunity to present a brief one minute description of **Kuumba** (koo-OOM-bah), the sixth day of Kwanza, before our assembled guest.
- ❖ Participation in the ceremonial activities representative of the 6<sup>th</sup> Day: Kuumba.



**Kuumba:** Creativity (koo-OOM-bah)

To do always as much as we can, in the way we can, in order to leave our community more beautiful and beneficial than we inherited it.

# SPONSORSHIP OPPORTUNITIES

## NIA

### **Ceremonial Host & Program Benefactor . . . . \$2,000**

- ❖ **Participation as one of our guest** in a 30 minute videotaped group discussion of Kwanzaa and significance of the Kwanzaa ceremonies taped by FAMU-TV. Program to air throughout the month of December.
- ❖ **Formal recognition at all KT2005 events** as one of our Ceremonial Hosts & Program Benefactors.
- ❖ **Company name and logo prominently displayed:**
  - ☆ in all print media ads.
  - ☆ on our Kwanzaa Ball Electronic Banner.

#### **In addition to the following....**

- ❖ A half page – full color ad in the program brochure
- ❖ Your power point show displayed during the Kwanzaa Ball (90 seconds)
- ❖ Decorated, prominently located Reserved Table for 8 at the Kwanzaa Ball.
- ❖ Formal Recognition as our **Nia Delegate** at
  - ❖ **Tallahassee's First Annual Kwanzaa Ball**in addition to the opportunity to present a brief one minute description of **Nia** (NEE-ah), the fifth day of Kwanza, before our assembled guest.
- ❖ Participation in the ceremonial activities representative of the 5<sup>th</sup> Day: Nia.

#### **Nia : Purpose (NEE-ah)**

 To make our collective vocation the building and developing of our community in order to restore our people to their traditional greatness

# KWANZAA TALLAHASSEE 2005

## UJIMA

### **Ceremonial Host ..... \$1000**

❖ Formal recognition at all KT2005 events as one of our Ceremonial hosts.

❖ Company name and logo prominently displayed:

☆ on our Kwanzaa Ball Electronic Banner.

❖ A full page – black & white ad in the program brochure

❖ Decorated, Reserved Table for 8 at the Kwanzaa Ball.

❖ Formal Recognition as our **Ujima Delegate** at

#### **Tallahassee's First Annual Kwanzaa Ball**

in addition to the opportunity to present a brief one minute description of Ujima (ooh-GEE-mah), the third day of Kwanza before our assembled guest.

❖ Participation in the ceremonial activities representative of the 3<sup>rd</sup> Day: Ujima.



**Ujima : Collective Work and Responsibility (00-JEE-mah)**

To build and maintain our community together and make our brother's and sister's problems our problems and to solve them together.

# WACUSA KWANZAA TALLHASSEE 2005

**WACUSA, Inc.**, The World African Cultural Union-USA is a not-for-profit community organization. It exists for the purpose of promoting personal, as well as community, growth and development. WACUSA envisions accomplishing this through the promotion of events and forums designed to create a greater understanding of the culture, intellectual richness and diversity of the descendants of Africans at home and in the Diaspora. Board members *Zaid Hassan (Chair), Samuel S. North Jr. (Vice Chair), James M. D. (Secretary), and Myesha Mitchel (community volunteer)*, are active citizens residing in Tallahassee, FL.

**WACUSA** has hosted several herbal medicine seminars featuring Dr. Ifabukunmi O. Adewale. His seminars, held in City Hall, the Leon County Public Library and the Lincoln Neighborhood Center enlightened his audience to the contributions of traditional Nigerian herbs and herbal lore to modern medicine as we know it today.

**WACUSA** has been diligently working on this, its most ambitious project to date;

This seven (7) day event will carry the community and our families through the entire ritual of Kwanzaa. **WACUSA** is producing The Kwanzaa Tallahassee 2005 celebration in **The Tallahassee Progressive Center** and **The JWH Eason Civil Rights Museum** located at 1720 South Gadsden Street, Tallahassee, FL. During the week of December 26 – 31<sup>st</sup> **WACUSA's** goal is to expose the tri-state area to another aspect of the rich heritage of the African Diaspora expressed through music, topical viewpoints and the philosophical expressions of the Seven Principles of Kwanzaa.

The week will culminate with **WACUSA** hosting the **First Annual Kwanzaa Ball**, December 31<sup>st</sup> at the **Florida National Guard Armory** at Capital Circle S.E. and Easterwood Drive. **WACUSA** will reserve a select number of seats for Katrina survivors in Tallahassee, as our guests to The Kwanzaa Ball. The Seven Principles of Kwanzaa will be reviewed as we enjoy the camaraderie of friends, family and community as we bring in the New Year to the exciting rhythm & beat of our hearts to music & dance!

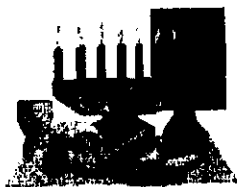
The broad objectives of **WACUSA's** activities are to create an environment of greater tolerance, respect and acceptance of the enduring values, history, civilizations, and cultures of Africa. **WACUSA** envisions that this cultural exposure to Kwanzaa will further enrich the quality of life in Tallahassee, thus creating a more vibrant, inclusive community inherent in the long held promise of "The American Dream."

## OTHER GOALS & OBJECTIVES:

Funds raised through **WACUSA** events will help to:

- ✦ Sponsor "Kwanzaa Tallahassee" annually.
- ✦ Contribute funding and programmatic support (scholarships, employment counseling, health and social services support) to victims of Hurricane Katrina.
- ✦ Continue featuring speakers & performers whose programs enrich the community.
- ✦ Provide information, referrals, support and advocacy to the Tallahassee community.
- ✦ Arrange travel opportunities to Africa for educational, cultural and economic benefit.
- ✦ Initiate and contribute to exchange programs between the USA and African Nations.
- ✦ Introduce the enduring traditional values of African civilizations which have for centuries enriched the foundations of Western and Eastern societies.





# KWANZAA TALLAHASSEE 2005

December 26 to January 1 ©2005

**The First Annual Kwanzaa Tallahassee Extravaganza! ©2005**  
**The future is ours if we take the time, now, to make a difference!**

**Business Name:**

\_\_\_\_\_  
\_\_\_\_\_

**Contact:**

\_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Website if available:**

\_\_\_\_\_

**Thank you for accepting the:**

((check one))

- ☐ IMANI  
☐ KUUMBA  
☐ NIA  
☐ UJIMA

**Sponsorship Package**

As a **Sponsor** you will be introduced as a Ceremonial Host and/or Program Benefactor entitled to all of the services & benefits enumerated in the Program Sheet of the same name as your Program Package.

We promise to deliver each aspect of your program with the grace and dignity accorded a Kwanzaa Tallahassee Ceremonial Host & Program Benefactor.

In return you agree to remit payment in full upon signing this contract. Any cancellation will result in a termination fee of the greater of 15% or \$50. All funds will be **made payable to WACUSA, Inc.** in U.S. currency only. We accept checks, cashier's checks, credit card, money orders & purchase orders. The parties involved, WACUSA, Inc., Professional Associates & Consultants, and you as the Sponsor agree to these terms and specifications.

Ad material & payment in full due are within 14 days of signing this contract. A representative will call and respond to any and all inquiries, to assist you as needed.

**We hold space for serious inquiries only**

**Authorized Representative's Signature**

\_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_